

whatever happened to broadcast integrity? Sinclair Broadcasting has chosen to cast its reputation onto the waters of ugly partisan pandering. Yes, this is an intense campaign, but the U. S. broadcasting business must not sink to the lowest common denominator as Sinclair wants to do.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. But when large companies control the airwaves, we get more of what's good for the bottom line and less of what we need for our democracy. Instead of something produced at "News Central" far away, it's more important that we see real people from our own communities and more substantive news about issues that matter.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the license renewal process needs to involve more than a returned postcard. Thank you.